

ORDER



Orders
Order / Rev: 184299
Alt Order #:
Product Desc: Obama for America
Estimate: 1596
Flight Dates: 08/11/12 - 08/16/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: GMMB Inc.
Buying Contact: Kristen Keuleman
Billing Contact:
 1010 Wisconsin Ave, NW
 Washington DC, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: President/Obama (D)
Demographic: A25-54
Product Codes: PL1-President
Priority: P2
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/16/12	56	\$43,300.00	\$36,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$43,300.00	\$36,805.00	0.00
Totals	56	\$43,300.00	\$36,805.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	08/13/12	08/16/12	6-7A News M-F/KMGH	CA	6A-7A	MTWT---	:30	1	\$475.00	P3	0.00	NM	1	\$475.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWT---		1				\$475.00		0.00			
N 2	KMGH	08/13/12	08/16/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWT---	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWT---		2				\$700.00		0.00			
N 3	KMGH	08/12/12	08/12/12	ABC GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	-----S		1				\$200.00		0.00			
N 4	KMGH	08/12/12	08/12/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	-----S		1				\$250.00		0.00			
N 5	KMGH	08/13/12	08/16/12	Inside Edition 9A	CA	9A-930A	MTWT---	:30	5	\$400.00	P2	0.00	NM	5	\$2,000.00
				Inside Edition 9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWT---		5				\$400.00		0.00			
N 6	KMGH	08/13/12	08/16/12	Millionaire 930A	CA	930A-10A	MTWT---	:30	5	\$425.00	P2	0.00	NM	5	\$2,125.00
				Millionaire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/11/12	08/17/12	MTWT---		5				\$425.00		0.00			

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	08/13/12	08/16/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	MTWT---	:30	5	\$450.00	P2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWT---					5	\$450.00		0.00			
N 8	KMGH	08/13/12	08/16/12	The CHEW The CHEW	CA	1157A-1P	MTWT---	:30	2	\$350.00	P2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWT---					2	\$350.00		0.00			
N 9	KMGH	08/12/12	08/12/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S					1	\$450.00		0.00			
N 10	KMGH	08/13/12	08/16/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWT---	:30	5	\$450.00	P2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWT---					5	\$450.00		0.00			
N 11	KMGH	08/13/12	08/16/12	7News at 3PM / KMGH 7News at 3PM	CA	3P-330P	MTWT---	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWT---					5	\$400.00		0.00			
N 12	KMGH	08/13/12	08/16/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWT---	:30	5	\$800.00	P3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWT---					5	\$800.00		0.00			
N 13	KMGH	08/11/12	08/11/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S-					1	\$350.00		0.00			
N 14	KMGH	08/12/12	08/12/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S					1	\$375.00		0.00			
N 15	KMGH	08/13/12	08/16/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWT---	:30	5	\$1,700.00	P3	0.00	NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWT---					5	\$1,700.00		0.00			
N 16	KMGH	08/11/12	08/11/12	Jeopardy (6p Saturday) Jeopardy (6-630p Saturday)	CA	6P-630P	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S-					1	\$700.00		0.00			
N 17	KMGH	08/11/12	08/11/12	Wheel of Fortune SAT (6-7p) Wheel of Fortune SAT (630-7p)	CA	630P-7P	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S-					1	\$600.00		0.00			
N 18	KMGH	08/14/12	08/14/12	ABC Tue B ABC Tue B	CA	8P-9P	-T-----	:30	1	\$2,200.00	P3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-T-----					1	\$2,200.00		0.00			
N 19	KMGH	08/14/12	08/14/12	ABC Tue C NY MED	CA	9P-10P	-T-----	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-T-----					1	\$3,000.00		0.00			
N 20	KMGH	08/12/12	08/12/12	ABC Sun C Extreme Makeover: Weight Los	CA	8P-10P	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S					1	\$3,000.00		0.00			
N 21	KMGH	08/13/12	08/16/12	Nightline Nightline	CA	1037P-1103P	MTWT---	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N21	KMGH	08/13/12	08/16/12	Nightline Nightline	CA	1037P-1103P	MTWT---	:30	2	\$800.00	P2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/11/12	08/17/12	MTWT---	2		\$800.00		0.00						
N22	KMGH	08/11/12	08/11/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$675.00	P2	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/11/12	08/17/12	-----S-	1		\$675.00		0.00						
N23	KMGH	08/12/12	08/16/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWT--S	:30	3	\$1,400.00	P2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/11/12	08/17/12	MTWT--S	3		\$1,400.00		0.00						
													Totals	56	\$43,300.00